



WOMEN-OWNED, ELECTRIC BIKE SHOP OPENS MAY 17th ***e-Boom Electric Bicycles Offers 1st Electric Bikes in Boone County***

For Immediate Release:

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WHITESTOWN, Ind. – It's a new way to travel on two-wheels that's opening up bicycling to a whole new demographic. Starting this Wednesday, Boone County families - from children to baby boomers - will have a place to try out this latest trend for themselves when the new, locally owned e-Boom Bikes opens its doors in fast-growing Whitestown.

"Electric bikes work just like normal bikes, you still have to pedal, but it's just like someone is running behind you giving you a gentle push." explained e-Boom Electric Bicycles owner, Lee Ann McKay. "That added battery power helps riders young and old climb tough hills and bike farther. That means recreational bikers can enjoy their rides longer, and commuters can ride their bicycles to work without arriving sweaty and tired." said McKay.

The small, electric motor can be turned off completely, or turned to different levels of assistance as needed. "They're easy to learn and very fun to ride." said McKay.

In addition to electric bicycles, e-Boom will also carry regular kids' bicycles, contemporary biking apparel, and all kinds of bicycle accessories. The shop will also have a service center where mechanics will repair both manual and electric bikes. Owners Lee Ann McKay and Robin Coffman, both avid bicyclist themselves, hope their new shop will help spread their love of biking to the residents of Whitestown, Zionsville and beyond.

"We're excited about the growing number of trails in the area, especially the new Big 4 Trail that will eventually connect Zionsville, Whitestown, Lebanon and Thorntown." said McKay. "We can't wait to see families out on the trails this spring and summer enjoying their new electric bikes!"

e-Boom Bikes plans to offer free e-bike riding lessons and care instructions, as well as fun summer e-bike group rides and tours. The shop may also partner with the Whitestown Police Department's Bicycle Patrol Unit to offer free riding-safety courses for kids and adults this summer.

According to the *Electric Bike Worldwide Report*, there are 200 million electric bicycles being ridden today. 84 million e-bikes were sold in 2016 alone, and the industry is poised to grow to \$2 billion by 2050.

Grand Opening & Ribbon Cutting: Wednesday, May 17th at 11am

Location: 6659 Whitestown Parkway (just east of I-65 at Exit 130 in the Marketplace at Anson retail center)

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